

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPTON, INC.

AD# BUC127-D1 REQ# M18637 "SMOKE BUCKS SAVE MONEY" - PAGE 4/C 5-5/8 X 7-3/4 TV GUIDE, 1990

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# SMOKE BUCKS SAVE MONEY



**Full rich flavor,  
not full price.**

Available in Kings & Kings Lights.

© Philip Morris Inc. 1990

MS: suggested retail price.

**SURGEON GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.**

Kings: 14 mg "tar," 1.1 mg  
nicotine—Kings Lights: 11 mg  
"tar," 0.8 mg nicotine av. per  
cigarette by FTC method.

